

<p><b>What is PRU For You?</b></p> <p>PRU For You is an online interactive community, designed exclusively for our valued customers to share ideas and suggestions. Your input will help us continue to improve our products, services and marketing activities.</p>
<p><b>Why did Prudential launch PRU For You?</b></p> <p>At Prudential, we believe that listening to our customers is a vital part of our business.</p> <p>PRU For You enables us to engage our customers' valuable opinions and insights on a variety of business initiatives. We believe that, by understanding our customers' needs, we can improve our products and services to be more appealing, relevant and user-friendly.</p>
<p><b>Who is Vision Critical?</b></p> <p>Vision Critical provides the technology to run our Insight Community.</p> <p>Founded in 2000, it has served over 700 global brands through 16 offices across North America, Europe, South Africa, Australia and Asia, and employs over 500 staff.</p> <p>For more information, please visit <a href="http://www.visioncritical.com">www.visioncritical.com</a></p>
<p><b>How many have been invited to join PRU For You?</b></p> <p>We make sure we invite sufficient customers to create a community that reflects the different needs, interests and priorities of our diverse customer base.</p>
<p><b>Are you planning to invite more customers?</b></p> <p>We're constantly monitoring the member base of PRU For You. We'll be inviting customers on a regular basis to maintain a dynamic and diverse community.</p>
<p><b>Which customers are invited to join PRU For You?</b></p> <p>We want to ensure that we hear from a broad mix of our customers, so we can capture different opinions reflecting the different needs, interests and priorities of our diverse customer base. We have therefore invited a representative sample of different segments of our customer base to join PRU For You.</p>
<p><b>Tell me more about the PRU For You surveys.</b></p> <p>Registered members of PRU For You will be invited to join surveys and activities - from time to time.</p> <p>Some may be open to all PRU For You members to participate. Other activities may only be relevant for specific members, hence our invitation may not include all members each time.</p>
<p><b>Can I invite my friend / relative to participate?</b></p> <p>If your friend or relative is interested in joining PRU For You, he / she is invited to send an email to <a href="mailto:support@pruforyou.com.hk">support@pruforyou.com.hk</a> or call our customer services hotline on 2281 1333.</p>
<p><b>I'm a member. Why am I not invited for a survey?</b></p> <p>Thank you for your interest in participating in our surveys.</p> <p>Please note that some PRU For You surveys may not be relevant for all members. If you are relevant to the survey, we'll send you an invitation for your participation.</p>
<p><b>How can I join the PRU For You community?</b></p> <p>Thank you for your interest in joining PRU For You.</p> <p>To join our community, please send an email to <a href="mailto:support@pruforyou.com.hk">support@pruforyou.com.hk</a> or call our customer service hotline on 2281 1333.</p>
<p><b>How often will members be invited for activities?</b></p> <p>On average, PRU For You will conduct one to two surveys or activities each month. However, this does not necessarily mean that everyone will be invited to participate in a survey each time, because some surveys may only be intended for specific target customer groups.</p>
<p><b>How will I know if there's a survey to complete?</b></p> <p>Registered members of PRU For You will receive invitations via email to participate in surveys. You can access a survey directly by clicking the URL link provided in the invitation email.</p> <p>Alternatively, you can log in to the <a href="#">PRU For You website</a>. Under 'My Activities', you'll see a list of surveys and activities in which you can participate.</p>
<p><b>How many times can I take a survey?</b></p> <p>For professional research reasons, you can take any given survey only once.</p>
<p><b>Has Prudential received my survey results?</b></p> <p>At the end of each survey there is a 'Finish' button. Once you have clicked that button, that means that you have completed the survey.</p> <p>You can also log in to the PRU For You website where you can click onto 'All Activities' for viewing completed / historical activities.</p>
<p><b>How long does it take to complete a survey?</b></p> <p>We know that your time is valuable, so a survey will usually take no more than 10 minutes to complete.</p>
<p><b>How will my survey results be used?</b></p>

Your comments and feedback are used to improve the products and services we provide for all customers.

All information and data submitted as part of the PRU For You community is treated in the strictest confidence and in full compliance with the law and regulation of Hong Kong. Your individual responses will never be shared without your prior permission. Results of different surveys will be published with aggregate data only, and any comments will be anonymous unless we have specifically sought your permission.

**Will survey results be publicised?**

Survey results will be used by the marketing and business development teams to improve the products and services we provide to all customers of Prudential Hong Kong Limited.

In the case where survey results are publicised, only aggregate data will be shared and any comment you provide will be anonymous. Individual responses will never be shared without members' prior permission.

**Will my personal information be released?**

We do not release any personal information of our PRU For You members' to other parties for marketing purposes.

All information or feedback that our customers share with PRU For You'll be held in the strictest confidence, and in full compliance with Hong Kong legal and regulatory requirements regarding data privacy. You'll never receive unsolicited sales calls or materials as a result of joining PRU For You.

**What about data security?**

Your email address, name, any other personally identifiable information, as well as your personal responses / feedback to any PRU For You surveys or activities will never be provided to others without your prior written consent. For details, please read about our [Security of Data Collection](#).

**Can't I stay anonymous for surveys?**

The personal information is for our internal records only and we will not disclose any of your personal information to third parties. In addition, your responses to any survey or comments for any activity will not be shared without your prior permission.

**Do I need special hardware or software?**

No. The PRU For You website works well on any computer and internet access is sufficient to complete our surveys. The website will also be automatically formatted when you are using smartphones or tablets operating on Android, Blackberry or iOS (Apple).

Please email [support@pruforyou.com.hk](mailto:support@pruforyou.com.hk) for any further assistance.

**Can I complete a survey on my mobile phone?**

Yes, the PRU For You website is accessible on smartphones and tablets running on Android, iOS or Blackberry operating systems, as long as you have internet access.

**I have additional feedback. Who can I contact?**

For comments / ideas, please email [support@pruforyou.com.hk](mailto:support@pruforyou.com.hk)